



اَوْنِيُوْرْسِيْتِي تِيكْنُوْلُوْجِي مَارَا  
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## COMPANY ANALYSIS

Xiaomi Corporation

### TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

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## **EXECUTIVE SUMMARY**

This case study provides an analysis and evaluation of a company name Xiaomi. Xiaomi Corporation is one of the leading and influential Internets of Things (iot) companies in China who currently spreading its wings to the worldwide market. Therefore, this study discusses their background information, organizational structure, products, including their business, marketing, and operational strategy. The strategic planning used in this study will be SWOT analysis where it purpose to identify the strength, weaknesses, opportunities, and threats of the company's products. The result of the analysis shows that Xiaomi's product which is a smartwatch has lacked in certain ways especially in terms of usability and functionality but has an advantage in terms of its price. Hence, the study finds that Xiaomi company should improve the quality of their product by inventing more innovative smartwatch products and consider the recommendation provides in this study.

workers, the organization has fewer levels of management than other companies of comparable size (Dudovskiy, 2018). The company's matrix organizational framework helps it to create new products and services in a limited amount of time. Besides, short-line communications are faster and more effective, and decisions are taken faster, resulting in a significant increase in the company's performance and productivity.

### **2.3 Product / Services**

Xiaomi has a wide range of products. Xiaomi's rapid success, according to observers, is due in part to its ability to stand out in the Android world. The product can be divided into several categories which are smartphones, MIUI based-device, laptops, MI tv, and smart devices. It can be classified into 3 types of categories: MI series, POCO series, and Redmi series for smartphones. In terms of smart devices, there are a variety of devices that support user's daily activities from household devices, healthcare and entertainment, and lifestyle. Examples of the products are, smartwatches, vacuum cleaners, smart electric toothbrushes, LED smart bulbs, and smart scales.

The first smartwatch or Mi Band have been introduced in August of 2014. It has a 30-day battery life and can be used as an alarm clock as well as track the user's health and sleep. The band can also unlock user's phones based on their proximity. Xiaomi became the world's second-largest wearables manufacturer in the first quarter of 2015, with 2.8 million Mi Band shipments, accounting for 24.6 percent of the global market share.